

## G. International Marketing

- 1.|\* "The Role of Marketing in Israel", *Journal of Marketing*, 31. April 1967, pp. 53-57.
- 2.\* "Information Requirements for International Business Decisions." Background note prepared for and used in the introductory International Business course at The Wharton School, University of Pennsylvania, June 1967.
- 3.|\* "Cross-Cultural Analysis of Consumer Behavior", in R. Meyer, (ed.), *Changing Marketing Systems*. Proceedings of the American Marketing Association, December 1967 Conference, pp. 183-185. (Reprinted in the *Wharton Quarterly*, 2. Winter-Spring 1968), pp. 1-3.
- 4.\* "Marketing in Israel", in Harper W. Boyd, Jr., (ed.), *Comparative Marketing*. A collection of papers assembled by the International Center for the Advancement of Education, Stanford University, Stanford, CA, 1968.
- 5.\* "Perceptual and Preference Mapping of Countries: An Application of Multidimensional Scaling", with Patrick J. Robinson. Paper presented at the Annual Meeting of the Association for Education in International Business, December 1970.
- 6.|\* "International Market Segmentation", with Susan P. Douglas, *European Journal of Marketing*, 6. Spring 1972, pp. 17-25.
- 7.|\* "On the Meaning of Comparison: A Methodology for Cross Cultural Studies", with Susan P. Douglas, *The Quarterly Journal of Management Development*, 6. Spring 1972, pp. 17-25.
8. "Selection of Global Target Markets: A Decision Theoretic Approach", with Susan P. Douglas and Patrick LeMaire, in *Marketing in a Changing World: Their Role of Market Research*. Proceedings of the 24th ESOMAR Congress, Cannes, France, September 1972.
- 9.|\* "Guidelines for Developing International Marketing Strategy", with Susan P. Douglas and Howard Perlmutter, *Journal of Marketing*, 37. April 1973, pp. 14-23.
- 10.| "Environmental Factors and Marketing Practices", with Susan P. Douglas, *European Journal of Marketing*, 7. Winter 1973/74, pp. 155-165.
- 11.|\* "Some Issues in International Consumer Research", with Susan P. Douglas, *European Journal of Marketing*, 8. Winter 1974, pp. 208-217.
- 12.\* "Multinational Trade Off Segmentation", with Patrick J. Robinson, in Y. Wind and M. Greenberg, (eds.), *Moving A Head with Attitude Research* (Chicago, IL: AMA), 1977, pp. 50-57.
- 13.\* "Research for Multinational Product Policy", in Warren J. Keegan and Charles S. Mayer, (eds.), *Multinational Product Management*. Chicago, IL: AMA, 1977, pp. 165-184.
- 14.|\* "On the Identification of Frontier Issues in Multinational Marketing", with Howard Perlmutter. *Columbia Journal of World Business*, XII. Winter 1977, pp. 131-139.
- 15.\* "Comparative Methodology and Marketing Theory", with Susan P. Douglas, in Lamb and Dunne, (eds.), *Theoretical Developments in Marketing*, proceedings from Chicago AMA conference, 1980. This paper is based on "Toward a Metatheory of Comparative Marketing Systems", Marketing Science Institute Working Paper, P-15-1, August 1968.
- 16.\* "Marketing Perspectives on International Risk Analysis and Risk Preference Measurement: Concepts, Methods, and Research Directions", with Josh Eliashberg, Wharton School Working Paper, 1983.

- 17.] "The Myth of Globalization" with Susan P. Douglas, *The Columbia Journal of World Business*, Volume XXII, No. 4, Winter, 1987, pp. 19-29. An earlier, shorter version appeared in *The Journal of Consumer Marketing*, Vol. 3, No. 2, Spring 1986.
- 18.]\* "Old-Line Manufacturing Needs Better Marketing", *Chief Executive*, No. 44, March/April 1988, pp. 44-48.
19. "International Technology Patterns: Implications for Global Competitive and Cooperative Strategies", with Alok Chakrabarti, Wharton School Working Paper, 1986.
- 20.\* "Towards the Development of a Global Marketing Strategy: A Dynamic Portfolio Perspective", with Susan Douglas, Wharton School Working Paper, 1987.
21. "The Invisible Global Market: Strategies for Reaching the Forgotten 86 Percent of the World," with Vijay Mahajan and Marcos V. Pratini de Morales, SEI Center Working Paper, March, 1998.

#### **H. Publications Related to International Management Education and The Lauder Institute**

- 1.]\* "Coffee, Closets, and Funeral Flowers", *Penn Perspectives*, 1984.
- 2.]\* "Toward Internationalization of Management Education", address to Board of Trustees of the University of Pennsylvania, October 1983. Reprinted as "Global Management: Penn's Response" in *Wharton Alumni Magazine*, Winter 1984, pp. 32-35.
3. "Education for International Management: The Joseph H. Lauder Institute", with Claire Gaudiani, in S. Spencer, (ed.), *Foreign Languages and International Trade: A Global Perspective* (University of Georgia Press), 1987, pp. 31-38.
- 4.\* "Hallmarks of Successful International Business Programs: The Joseph H. Lauder Institute of Management and International Studies", *Occasional Papers on International Education Exchange* (NY: Council on International Education Exchange) August 1988. Proceedings of the 40th Annual Conference in San Francisco, November, 1987.
- 5.\* "The Globalization of Management Education: Options, Trade-Offs, and an Agenda for Implementation", with Barbara S. Thomas, *AACSB Occasional Papers*, 1989.

#### **I. Publications Related to Management Practice and Education in the 21st Century**

- 1.\* "Marketing in the Year 2000", in W. Lazer and P. La Barbera, *Marketing in the Year 2000*, (Chicago: AMA) 1990.
- 2.\* "The Restructured Wharton MBA: Inventing A New Paradigm", U.P. *Almanac* April 2, 1991.
- 3.]\* "Reinventing the Corporation" with Alfred P. West, Jr., *Chief Executive*, October 1991.
- 4.]\* "The Reinvention of Corporate America", *Chief Executive*, June, 1992.
- 5.\* "JIT Learning: A New Concept for Executive Education", SEI Center, Wharton School working paper, June, 1993.
- 6.\* "Pace-Setting 21st Century Enterprises: A Glimpse of What Might Emerge", with Robert Holland, Alfred P. West, Jr. and Robert Gunther, SEI Center, Wharton School working paper, June, 1993.
- 7.\* "Downsizing and Layoffs: Miracle Cure or Prescription for Disaster," February 8, 1994.
- 8.\* "Marketing: Big Questions for the 21st Century," *Financial Times*, Part 15 of a 20-part guide to Management, 1996, pp. 6-7.

- 9.\* "Driving Change: Preparing for the 21<sup>st</sup> Century," The Li & Fung Lecture, University of Hong Kong, April, 1998.
- 10.\* "The Impact Imperative: Closing the Relevance Gap of Academic Management Research," with Pedro Nueno, The International Academy of Management, New York, May 1998.
- 11.\* "Reinventing the Business School for the Global Information Age," Wharton School Working Paper, 1998.
12. "Reinventing Training," Wharton School Working Paper, 1999.

#### J. Entries in Dictionaries and Encyclopedias

- 1.] "Statistics in Marketing," with Paul E. Green, in S. Kotz and N. Johnson (eds.), *Encyclopedia of Statistical Sciences*, Volume 5, 1985, pp. 227-248.
- 2.] "Definitions of Marketing Models," with David Schmittlein, in Peter D. Bennett (ed.), *Dictionary of Marketing Terms*, Chicago: American Marketing Association, 1988, pp. 1-30.
- 3.] "Information Technology in Marketing," with Arvind Rangaswamy, in A. Kent and J.G. Williams (eds.), *Encyclopedia of Microcomputers*, New York: Marcel Dekker Inc., 1992, pp. 1-33.
- 4.] "Marketing Strategy Models," with Gary L. Lilien, in *Handbooks in OR & MS: Marketing*, Elsevier Science, Vol. 5, 1993, pp. 773-826.
- 5.] "Marketing," with Josh Eliashberg and Gary Lilien, *Encyclopedia of OR/MS*, Saul Gass and Carl Harris (eds.), Kluwer Publishers, 1994, pp. 1-15; revised, 1998.
- 6.] "Market Segmentation," Chapter 23 in Michael J. Baker (ed.), *Companion Encyclopedia of Marketing*, 1995, pp. 394-419.
- 7.] "Conjoint Analysis: Methods and Applications," with Paul Green and Vithala Rao, in *The Technology Management Handbook*, CRC Press, 1998, pp 1266 B 1272.
8. "Creating a Vision," in *The Technology Management Handbook*, CRCnet Base 2000, 1999.

#### IV. EDITOR OF SPECIAL ISSUES

- *Journal of Marketing Research*
  - "Market Segmentation," August 1978;
  - "Innovation and New Products," February 1997.
- *Marketing Research* – "Marketing Research Forum: The State of the Art in Quantitative Research," Winter 1997.
- *Marketing Science* – "Empirical Generalizations in Marketing" with Frank M. Bass, Vol. 14, No. 3, part 2, 1998.
- *Management Science* (with John Farley and Diana L. Day) – "The State of The Art in Theory and Methods for Strategy Research," 1990.
- *The Wharton Quarterly*, Marketing, Fall 1972.

#### V. EDITORIALS

<i>Journal of Consumer Research</i>	June 1977:	"New Directions for JCR"
<i>Marketing News</i>	July 1978:	"New Directions for JM"
<i>Journal of Marketing</i>	Winter 1979:	"The <i>Journal of Marketing</i> at a Crossroad"
	Spring 1979:	
		"Repositioning the <i>Journal</i> "

Summer 1979:	"Bridging the Gap Between Practitioners and Academicians"
Fall 1979:	"On the Status of Marketing Theory"
Winter 1980:	"Marketing in the 80's"
Spring 1980:	"Strategic Planning and Marketing: Time for a Constructive Partnership", with George Day
Summer 1980:	"International Marketing: The Neglect Continuous", with John Farley
Fall 1980:	"Industrial Marketing: The Sleeping Giant", with Frederick Webster
Winter 1981:	"Journals and the Development of a Discipline"
Spring 1981:	"Research and Management"
Summer 1981:	"A Positive Perspective on Marketing"
Fall 1981:	"Reflections"

*The Lauder Quarterly*

All editorials from initiation in 1986 to July, 1988.

## VI. EDITED PUBLICATIONS OF THE SEI CENTER

- Creating and Implementing a Corporate Vision, January 1990.
- Human Resources: Management for the 21<sup>st</sup> Century, January 1990.
- The Impact of Artificial Intelligence on Management Decision Making and Organizational Design, February 1990.
- Creating and Implementing Quality in Organizations, March 1990.
- Corporate Governance: Who's in Charge?, May 1990.
- Strategic Information Architecture: Increasing Productivity, Managing Risks, June 1993.
- Management in the 21<sup>st</sup> Century: Predictions From Top Think Tanks, September 1990.
- The Individually Empowered Organization, November 1990.
- Innovation and New Product Development for the 21<sup>st</sup> Century Enterprise, November 1990.
- Ethical Standards for Global Corporations? December 1990.
- Managing Infrastructure Costs; What is the Best Strategy for Long-Term Controls? February 1991.
- Lessons from the Malcolm Baldrige Award: Implications for Management Practice, Research, and Education, February 1991.
- Innovation in Services, May 1991.
- Visionary Leadership, October 1991.
- The Impact of Information Networking on Organizational Design and Strategy, November 1991.
- Frontiers in Electronic Commerce: Experimental Systems for Communication, Coordination, and Negotiation, February 1992.
- Innovation and Learning, March 1992.
- Historical Perspectives in Management Education, April 1992.
- Decision Making in Highly Uncertain Political Environments: Investing in the Russian Oil and Gas Industry, March 1992.
- Issues and Advances in New Product Development, June 1992.
- Rewarding the Workforce of the Future: Competence-Based Performance Measures and Incentives, October 1992.
- Designing Corporate Governance for the 21<sup>st</sup> Century Global Enterprise: International Perspectives, January 1993
- Dr. Peter Drucker on "The New Organization," April 1993.
- Corporate Performances: Beyond Financial Measures, April 1993.
- The Horizontal Organization, October 1993.
- The End of Diversity: Rights, Responsibility and the Communication Agenda November 1993.
- Deploying Strategic Assets: Beyond Core Capabilities, November 1993.
- Research Challenges in Linking Quality: Profitability and Organizational Architecture, December 1993.

- Empirical Generalizations in Marketing, February 1994
- Beyond Quality: Organizational Transformation for the 21<sup>st</sup> Century Enterprise, March 1994.
- Exploratory Conference on Business Ethics: Building the Common Ground, March 1994.
- Interactivity is Two-Way: Life on the Net April 1994.
- Interactive Industry 2000: Who's Gonna Buy this Stuff. Research for the Interactive Television Business, July 1994.
- Leadership in the 21<sup>st</sup> Century Enterprise, November 1994.
- A New Management Paradigm for the 21<sup>st</sup> Century, December 1994.
- The Virtual University, January 1995.
- Go West Young MBA, Far Far West: Adventures on the World's Business and Management Frontier, January 1995.
- Information Technology and the Changing Boundaries of the Firm, January 1995.
- EMU – The Road to Europe, February 1995.
- The New Science and Emerging Paradigms in Business, April 1995.
- Innovation in New Product Development: Best Practices in Research, Modeling and Applications, May 1995.
- The Bamboo Network, November 1995.
- Corporate Growth Engines, December 1995.
- A Trapezoidal Corporation, February 1996.
- The Impact of Computers and Information on Management: 1946-1996-2001, May 1996.
- European Venture Capital Industry, November 1996.
- The CEO Challenge: Implementing Strategy in a Constantly Changing Marketplace, December 1996.
- The Future of Impact of Information Management: A Lecture Series from July 1996-January 1997.
- New Media, February 1997.
- From Detection to Action: Processes and Insights Gained from an Early Warning Signal System, March 1997.
- Toward New Corporate Governance Models: Lessons from the Japanese and U.S. Experience, March 1997.
- When Is It Worthwhile Targeting the Majority Instead of the Innovators in a New Product Launch? November, 1997
- Consumer Choice Behavior in On-line and Regular Stores: The Effects of Brand Name, Price, and Other Search Attributes, January 1998
- The Systems Approach: The New Generation, February 1998
- Managing Workteam Diversity, Conflict, and Productivity: A New Form of Organizing in the 21<sup>st</sup> Century Workspace. September 1998 (by Etty Jehn, The Diversity Research program with Bob Holland)
- GM for the 21<sup>st</sup> Century: From "Make and Sell" to "Sense and Respond," March, 1999 (by Vince Barabba)
- The Limits of Privacy, March 1999 (by Amitai Etzioni)
- Japan at the Great Divide, April 1999 (by Yasuhisa Shiozaki)

## VII. ILLUSTRATIVE PUBLISHED ABSTRACTS OF PAPERS DELIVERED IN PROFESSIONAL MEETINGS

- "Enduring Vs. Situation Dependent Customer Characteristics as Bases for Market Segmentation: An Evaluation", in David L. Sparks, (ed.), *Broadening the Concepts of Marketing*. Proceedings of the American Marketing Association, August 1970 Conference.
- "Preference of Relevant Others and Individual Choice Models", in W.L. Nichols, ed., *Proceedings of the 1974 AAPOR Conference and in Public Opinion Quarterly*, 38. Fall 1974, pp. 447.
- "Multivariate Decision-Making in the Setting of Pulmonary Outpatient Clinic", with Lawrence Spitz and Ronald Daniele. Paper presented at American College of Physicians, San Francisco, April 1975.
- "Diagnosis Consumer Behavior: A Quantitative Approach", in D. Rothwell, (ed.), *Proceedings of the 30<sup>th</sup> Annual AAPOR Conference* May 1975 and in *Public Opinion Quarterly*, 39. Fall 1975, pp. 415.
- "Segmentation and Positioning of Health Insurance Services Under Conditions of Heterogeneous

Health Insurance Portfolios", in TIMS/ORSA Bulletin for the S.F. Joint Meeting, May 1977, pp. 244.

- "Alternative Approaches to Industrial Market Segmentation", with Paul E. Green, in TIMS/ORSA Bulletin for the S.F. Joint Meeting, May 1977, pp. 234.
- "Innovation and the R&D-Marketing Interface", with Joel Goldhar, in TIMS/ORSA Bulletin for the Atlanta Meeting, November 1977.
- "Measurement Issues in Portfolio Analysis", with Vijay Mahajan, in R.P. Leone, (ed.), *Proceedings of Market Measurement and Analysis*, TIMS, 1980, pp. 50-53.
- "Imagery Products: A Measurement Challenge", with Lew Pringle, in J. Keon, (ed.), *Market Measurement and Analysis*, TIMS/ORSA, 1981.
- "Standardized Portfolio Models: An Empirical Comparison of Business Classification", with Vijay Mahajan and Donald J. Swire in Allan D. Shocker and R. Srivastava, (eds.), *Proceedings of the 1981 Analytical Approaches to Product and Marketing Planning Conference*.

## VIII. CASE STUDIES

- During the academic year 1962-63, I wrote a number of marketing cases at the Hebrew University, Jerusalem (Israel). One of these cases, The Ozi Ballpoint Pen III, was published in Harper W. Boyd, Jr. et al., (eds.), *Marketing Management: Cases from the Emerging Countries* (Reading, MA: Addison-Wesley Publishing Company), 1966.
- During the academic year 1968-69, several marketing cases were written under my supervision at the Leon Recanati Graduate School of Business Administration, Tel Aviv University.

## CONSULTING EXPERIENCE

### A. Marketing, Business Strategy, and Marketing Research Consulting

#### 1. Current Regular Clients

- Bristol-Myers Squibb: Since 1997. Marketing Strategy consulting.
- Edward Jones & Co.: Since 1984. Marketing and Business Strategy consulting.
- General Instrument: Since 1998. Business Strategy consulting.
- Li & Fung: Since 1998. Business Strategy consulting.
- PriceWaterhouse Coopers LLP: Since 1996. Marketing and Corporate Strategy consulting.
- SEI Investments: Since 1986. Marketing, Business and Corporate Strategy consulting.
- Standard & Poors: Since 1997. Marketing Strategy consulting.

#### 2. Illustrative Consulting Activities With Other Clients

##### A. Information Industry

- AT & T & the Bell companies: Occasional consultant to various units, including:
  - AT&T Technologies Inc. – Design a market segmentation program (1986)
  - AT&T – Review and Design of Portfolio System (1981-82)
  - Bell Atlantic – Marketing & pricing strategy (1983)
  - Bell Canada – Design of a segmentation study and product portfolio (1979-80)
- Geometric Data: Segmentation/positioning studies (1981-82)
- IBM:
  - ABS Division: Developing a procedure for Integrating Marketing and R&D 1988-89
  - ES Division, Marketing Strategy and Segmentation (1991-93)
- Newsweek, Inc.: Marketing consulting (1979-80)
- Northern Telecom: Value Pricing and Business Strategy Consulting (1993-95)
- RCA, Government Communications Systems: Design of a research program to assess the market response to new Electronic Mail System (1978-79)
- Xerox: Marketing consulting to a design integration program (coordinated by Jay Doblin Associates) and design of a market segmentation project (1982-83)

## B. Financial Services

- Chase Manhattan Bank: Process for evaluation of mergers and acquisitions and design of segmentation studies (1978-79)
- CitiBank: Statistical consulting (1980); marketing strategy consulting 1996-7
- Colonial Penn Group: Design and evaluation of most of the firm's research activities and general consulting to marketing and top management (1973-80)
- E. F. Hutton: Design and implementation of a marketing planning system and various marketing research projects (1979-1984)
- Reliance Insurance Companies: Marketing research consulting (1980-81)

## C. Health Care

- Merck, Sharp, and Dome: General marketing research consulting (1981)
- Merck & Co.: Marketing Strategy and Marketing Research and Modeling (1991-96)
- Pfizer, Inc.: 1975-90. Design and analysis of most of the marketing research projects of Pfizer Laboratories and Roerig. Occasional marketing strategy consultant to the Hospital Products Group (1984-1986) and Pfizer Pharmaceuticals (1987-1990).
- SmithKline Beckman: Marketing strategy development for TAGAMET (1987-8); evaluation of strategy implementation (1989)
- SmithKline Clinical Laboratories: Marketing planning (1984)
- Sterling Drug, Inc.: Development of marketing driven portfolio of R&D projects (1986-91); Pricing study for innovative new product (1991-92)
- Upjohn: Strategic planning consulting (1981)
- West Jersey Health System: Marketing and Business Strategy (1985)

## D. Transportation

- Air Canada: Market segmentation, positioning and new product development (1973)
- Chrysler: Modeling the advertising budget (1978), advising regarding the analysis of customer satisfaction process (1995-97)
- Conrail: Design of a positioning/segmentation study (1978-79)

## E. Consumer Goods

- Eastman Kodak: New product research approaches (1978)
- R.J. Reynolds Tobacco Co.: Evaluation and design of a new product development system (1979-80)
- S.B. Thomas: Marketing and research consultant (1979-80)
- Simplicity Patterns, Inc.: Develop a business plan (1982)

## F. Industrial Products and Services

- Exxon Chemicals: Marketing and Business Strategy (1985-86)
- International Harvester: Designing a market segmentation process (1980)
- John Fluke Manufacturing Co., Inc.: Marketing and corporate strategy (1985-1988)
- Stauffer Chemicals: General marketing consulting (1980)

## G. Retailing

- Sears Roebuck & Company: Advertising and marketing strategy (1972-73)
- Wickes, plc: U.K. Marketing and Business Strategy Consulting (1988-96).

## H. Professional Service Firms

- Applied Communication Research (1974-76)
- BBD&O (on an occasional basis, 1974-85)

- Cunningham and Walsh, Inc. (1978)
- DMB&B (1993)
- Doyle Dane Bernbach: Evaluation of a campaign claim (1980)
- Gahagan Research Associates, Inc. (selected projects, 1972-78)
- Hakuhodo. Marketing Strategy for the 21<sup>st</sup> Century (1992-95)
- IMS America (1997-)
- Market Research Corporation of America (MRCA) (1975-1987)
- McConnel Advertising (Montreal), (1974)
- Medicus (1989-1997)
- Morgan, Lewis & Bockius: Development of Business Strategy (1992-94)
- MS&L: Marketing consulting (1995-97)
- National Analysts (1975-76)
- Oxtoby-Smith (selected projects, 1972-78)
- Professional Marketing Research, Inc. (1977-78)
- Robinson Associates (1969-75)
- Whittlesey and Partners (1972-73)
- Y & R (1989)

#### **B. Directorship**

- CASA – Complex Adaptive Systems Applications (1999-)
  - Enhance Financial Services (1997-)
- 
- Access Technologies Group, co-founder and chairman (1992-96)
  - Contel Corporation, member of the Board of Directors (1988-91)
  - Dover Regional Bank Shares, member of Board of Trustees (1986-90)
  - Shooting Stars, Inc., member of the Board of Directors (1986-90)
  - Reality Technologies, Inc. (1988-90)
  - The Cortlandt Group, Inc., Co-founder and Chairman of the Board of Directors, (1979-86)

#### **C. Expert Witness: Marketing and Marketing Research Consulting in Legal Cases**

- Alschuler, Grossman and Pines: Packard Bell vs. Compaq, 1996
- Arent, Fox, Kitner, Plotkin & Kahn: Marketing research consulting re: Estee Lauder, 1987
- Arnold, White and Dunkee: The Clorox Co. vs. Dow Brands Inc. re: Smart Scrub v. Soft Scrub, 1995
- Baker & McKenzie:
  - (a) G.D. Searle & Co. and subsidiaries litigation in the U.S. Tax Court, 1982
  - (b) American Republic Insurance Co. vs. Americare Inc. and American Dental Centers P.C., 1988
- Berle, Kass and Case: Evaluation of public attitude re: Burlington County Bridge Commission, 1992
- The Calorie Control Council vs. FTC re: the Saccharin case, 1979
- Covington and Burling:
  - (a) The Proprietary Association vs. FTC re: over-the-counter (antacids) drugs, 1979
  - (b) FTC Staff Report on cigarette advertising investigation 1981-83 including appearance before congressional committee in hearing on H. R. 1824: "The Comprehensive Smoking Prevention Education Act"
  - (c) International Telecharge Inc. vs. AT&T, 1992- 94
  - (d) Dream Team Collectibles vs. NBA Properties (regarding Dream Team), 1996
- Cravath Swain and Moore: Amertech Corporation, et. Al. v. Lucent Technologies Corporation [Arbitration], 1997
- Crude Oil Resellers vs. U.S. Department of Energy Economic Regulatory Administration re: the proposed crude oil reseller price regulations, 1979, including presentation at public hearing
- Darby and Darby. Proctor & Gamble vs. Colgate, Palmolive, and Y&R re: China advertising, 1997



- Dechert Price & Rhoads:
  - a) The Mutual Assurance Co. vs. American Council of Life Insurance and Health Insurance Association of America (re: The Green Tree), 1983-84
  - b) INC vs. Manhattan, Inc., 1985
  - c) Tunis Brothers Co. vs. Ford Motor Credit Co., 1988
  - d) Allerest vs. Alleract, 1988-90
  - e) Campbell Soup Co. vs. Conagra, Inc. (Various deceptive advertising cases) 1991-96
- Department of Justice, Antitrust Division: Consulting in a number of cases since 1996, including Microsoft Network, ski resorts, and dental supplies
- Dilworth, Paxson, Kalish, Levy and Kauffman: Prince Castle vs. Le-Jo Enterprises, 1977-78
- Gibson, Dunn, & Crutcher:
  - a) Pfizer, Inc. vs. International Rectifier Corp., 1982-83
  - b) Thompson vs. General Nutrition Corp., 1985
  - c) New Vector vs. Metro Mobile, 1986;1992
  - d) Air Passenger CRS Antitrust Litigation vs. American Airlines, 1987-90
  - e) Quintons/Mahurkar vs. Shiley
  - f) McCaffrey vs. Pfizer re: Plax, 1990
  - g) The Travel Difference vs. The Time Mirror Co. (LA Times), 1992
  - h) Toyota regarding class action defense of the "destination charge" on Monronery Stickers, 1995-6; 1999-
  - i) Hewlett-Packard vs. Nu-Kote Int. Inc., Anti-trust, 1998-99
- Gold, Farrel & Marks: Miramax Film Corp. vs. Columbia Pictures Entertainment, regarding *I Know What You Did Last Summer* (1997)
- Goodwin, Proctor and Hoar: FTC vs. New Balance (regarding "made in USA"), 1995-1996 [FTC Hearing] and consulting 1998
- Hapgood, Calimafale, Kalil, Blaustein & Judlowe: Merrill Lynch vs. Paine Webber (re. RMA), 1985
- Heller, Ehrman, White, and McAuliffe: Apple Computer Securities Litigation, 1985-86.
- Herling, Lindeman, Goldstein and Siegal: Roli Boli vs. Pizza Hut, 1997
- Hill, Betts, and Nash: Fender Musical Instruments Inc. vs. E.S.P. Co., 1985
- Howrey & Simon.
  - (a) Sands, Taylor and Wood vs. The Quaker Oats Co. re: Thirst-Aid, 1987
  - (b) Syntex, Inc. vs. Schering-Plough Healthcare Products, Inc. re: Femcare, 1992
  - (c) Anheuser Busch vs. Labbatt (regarding Ice Beer), 1994-1995
  - (d) Anheuser Busch vs. Samuel Adams, 1995
- IT&T Continental Baking vs. FTC re. Fresh Horizons advertising, 1977-78
- Jenner & Block:
  - (a) General Dynamics vs. AT&T, re: Antitrust litigation, 1987-90
  - (b) AT&T vs. MCI Re: Telemarketing Practices 1990
- Kaye, Scholer, Fierman, Hays & Handler: Automated Bread Dist. Corp. vs. General Foods Corp. (Re: Freihofer Baking Co.), 1991-92
- Kenyon & Kenyon:
  - (a) Mead Data Control, Inc. vs. Toyota Motor Sales, U.S. re: Lexus vs. Lexus, 1988
  - (b) Hiram Walker and Sons vs. White Rock Distilleries re: Kapala-Kahlua
  - (c) America Online vs. AT&T Corp. (Re: ATT&T's "You Have Mail"), 1999
- Kirkland and Ellis
  - (a) Time Inc. vs. Peterson Publishing Co. re: Teen vs. Teen People, 1997-98
  - (b) Brach and Brock vs. James River re: Royals candies, 1998-99
  - (c) Hermes vs. Lederer, re: the Kelly Handbag, 1998-99
- Kleinfeld, Kaplan and Becker: regarding Iron-Kids= Bread Package, 1991
- Lee, Toomey, and Kent Pfizer Pharmaceuticals vs. the IRS, 1978-79
- Lempres & Wulfsberg and Kutak, Rock, & Campbell: Evaluation of Expert Reports, re: International Pharmaceutical Products, Inc., 1985-90
- Liddy, Sullivan, Galway, and Begler:
  - (a) Coopervision, Inc. vs. CTL, Inc. (re: Permatint), 1985
  - (b) Johnson & Johnson, Inc. vs. Oral-B Laboratories (re: Minute-Gel), 1987
  - (c) Soft Sheen's Care Free Curl vs. Revlon's I of Nature (Trademark), 1986-1987.
  - (d) Oral-B Laboratories, Inc. vs. Johnson & Johnson, Inc. (re: Reach Advertising), 1986-

- Lowenstein, Sandler: Princeton Economics Group vs. AT&T (regarding class action defense of spirit), 1994-95
- Mitchell, Silberberg & Knupp, Stella Foods vs. Cacique IC, re: Ranchero, 1997-99
- Morgan, Lewis and Bockius: Scott paper defense in the Turnabout Marketing Case, 1983
- Morison, Cohen, Siner, and Weinstein, Hertz v. Avis, 1994.
- Pattishall, McAuliffe, Newbury, Hilliard, & Geraldson:
  - a) S.C. Johnson and Son, Inc. vs. Carter Wallace ("Edge" vs. "Rise"), 1983
  - b) Anheuser Busch vs. Stroh Brewery Co. and vs. Miller and Heillman, (re: LA beer), 1984-85
  - c) S. C. Johnson & Son Inc., re: L'envie, 1986-7.
  - d) Shelby Motor vs. Ford, 1988.
  - e) GFA Brands Inc. and Fitness Foods Inc. vs. Canbra Foods Ltd. and Campbell Mithun/Esty, Inc. re Heartlight, 1990-91.
  - f) AT&T vs. MCI (various deceptive advertising cases) 1991-
  - g) Walt Disney vs. Good Times, 1993
  - h) Car Freshener Corp. vs. S.C. Johnson and Son, Inc. (re: Glade Plug Ins Air Freshener Design), 1994
  - i) International Telecharge, Inc. vs. AT&T, 1992-94
  - j) S.C. Johnson and Son, Inc. vs. Avon (regarding Skin So Soft) 1996
  - k) GTE Card Services Inc. vs. AT&T, 1996
  - l) SunAmerica Corp. vs. Sun Life Assurance Co. of Canada 1993-95, 1997-98 [W.H. Covington and Burling]
  - m) Blue Cross Blue Shield vs. American Medical Association, regarding CPT, 1998
  - n) Encyclopedia Britannica, Inc. vs. Britannica Home Fashions, Inc., 1999
- Paul, Weiss, Rifkin, Wheaton and Grasser:
  - (a) Revlon vs. L'OREAL re: Colour Endure Commercials 1995
  - (b) Revlon vs. Cover Girl self renewing lipstick advertising, 1996 [NAD]
- Pepper, Hamilton and Scheetz:
  - (a) Del Monte Corp. vs. Sunkist Growers, Inc. Arbitration, 1990-91
  - (b) Sun Oil Company defense against class action certification, 1997
- Pennie & Edmonds IT&T Continental Baking (C&C Cola): defense against Coca Cola re: C&C Cola, 1978
- Pillsbury, Madison & Sutro: Consulting re:
  - (a) Thrifty Rent-A-Car vs. Elder, 1991-92
  - (b) Green Giant American Mixtures, 1994
  - (c) Chrysler Corp. vs. Replacement Sheet Metalparts Distributors, 1992-3
- Rogers and Wells [and the Italian Trade Commission], re: Italian pasta dumping case, 1996
- Sidley and Austin:
  - (a) Industrial Gas litigation, 1986
  - (b) Land O'Lakes, Inc. vs. Bakers Franchise Ltd., 1987
  - (c) Ultramar, Inc. vs. CITGO Petroleum Corporation, 1997
  - (d) AT&T vs. US West Communications, re: US West advertising, 1998
- Sills, Cummis, Zuckerman, Radin, Tischman, Epstein and Gross: E.R. Squibb and Sons, Inc. vs. Stuart Pharmaceuticals, 1991.
- Skadden, Arps, Meagher, & Flom:
  - (a) American Home Products vs. Beecham re: Delicare commercials, 1986
  - (b) Tambrands, Inc. vs. Warner-Lambert Co. re: EPT commercials, 1986-1987
  - (c) Beecham Inc. vs. Yankelovich, Clancy, Shulman and Saatchi & Saatchi Holdings, Inc., re: projections for Delicare, 1986-8
  - (d) American Express vs. MasterCard re: Goldcard, 1988
  - (e) Challenge to the networks by Sterling Drug re: Bristol Myers Tribuffered Bufferin commercials, 1988
  - (f) Challenge by Dow Brands, Inc. of the TV advertisement for Reynolds Metals Company's "SURE-SEAL" food storage bags, 1989
  - (g) Anheuser-Busch Company vs. Coors Brewing Company (various deceptive advertising cases) 1991- 93
  - (h) R.H. Donnelley vs. Sprint Publishing and Adv. Inc., re: Sprint Yellow Pages, 1996
  - (i) Anheuser Busch vs. Boston Beer (regarding A-B advertising) [NAD], 1997
- Sullivan & Cromwell: Remington Rand Corp. vs. Amsterdam-Rotterdam Bank N.V., 1991

- Van Hagey & Bogan, Ltd.: Consulting re: The Quaker Oats Co, 1991
- Weil, Gotshal and Manges:
  - (a) Johnson & Johnson vs. SmithKline Beecham, Re: Tums Advertising, 1991
  - (b) Schering-Plough Healthcare Products vs. Johnson and Johnson, Inc. (regarding Neutrogena Chemical-Free Sun Block), 1996
- White & Case: Trovan Ltd. and Electronic Identification Devices vs. Pfizer Inc., (re: Trovan's trademark) 1999
- Whiteman, Breed, Abbott & Morgan:
  - (a) Pepsi Cola Company: Defense against Coca Cola Co. re: The Pepsi Challenge, 1978; 1981; 1995
  - (b) Burger King Comparative Advertising Campaigns vs. McDonald's and Wendy's, since 1982

D. Illustrative Marketing Research Projects conducted for:

1. Air Canada (1973)\*
2. American Cyanamid (1972-73)\*
3. Atlantic Richfield Company (1971-72)\*
4. Bankers Trust Company (1973-4)\*
5. Bell Telephone Company of Pennsylvania (1974; 1977)
6. BBD&O (1974-82)
7. Bissell, Inc. (1969-71)\*
8. Bristol Myers Squibb (1998-)
9. Brown & Williamson Tobacco Corp. (1978-79)
10. Bureau of Newspaper Advertising (1974)\*
11. CBS (1972)
12. Campbell Soup Company (1972-73)\*
13. Chrysler (via BBD&O) (1975-78)
14. Clorox Company (1975-76)
15. Colonial Penn Group, Inc. (1973-79)
16. Commercial Union Assurance Companies (1974-75)
17. Connecticut Bank and Trust Company (1972)\*
18. Downe Publishing, Inc. (1972-73)
19. Eastman Kodak Company (1973)\*
20. E.F. Hutton (1981-84)
21. Edward D. Jones (1985-87)
22. First Pennsylvania Banking and Trust Company (1971-72; 1974-75)\*
23. General Electric (via BBD&O 1977) (1982)
24. General Foods Corporation: the Jell-O and Kool-Aid divisions and various departments of the corporate product development division (1969-72)\*
25. Geometric Data (1981)
26. International Air Transport Association (1973-75)\*
27. International Harvester Credit Corporation (1973-74)\*
28. International Harvester Company (1975)
29. IT&T Continental Baking Company (1972-78; 1982)
30. Lever Brothers Company (1971-73)\*
31. Marriott Corp. (1982)
32. Modern Medicine (1970)\*
33. MRCA (1975-87)
34. Pacific Bell (1981-82)
35. Pepsi Cola (181)
36. Pfizer Pharmaceuticals, Inc. (1975-)
37. Pillsbury (1975)
38. Pioneer Electronics of America (1978)
39. RCA Computer Division (1972)\*
40. Sears Roebuck & Company (1972-73)\*
41. SEI Investments (1988-)
42. Singer (1973)
43. SmithKline and French (1971)\*

44. Snelling and Snelling, Inc. (1973-74)
45. Sterling Drugs (1985-86; 1990-1992)
46. Stroh Brewery Company (1970)\*
47. Sun Oil Company (1972)\*
48. Syntex Laboratories, Inc., (1976-77)
49. Twentieth Century Fox (via the Data Group, Inc.) (1972)
50. UNICOM (1973)
51. U.S. Dept. of Commerce, Office of Telecommunications (1972)
52. The Wool Bureau, Inc. (1975)
53. Western Airlines (via BBD&O) (1979)

The research projects designed and conducted for these firms covered variety of consumer and industrial marketing problems including product positioning and market segmentation, new product development, generation and evaluation of new products, and promotional concepts. Projects with \* were conducted via Robinson Associates

**D. Evaluate the Marketing Research Programs and Design New Research Procedures for:**

1. IT&T Continental Baking: copy and concept testing, segmentation studies (1972-78)
2. Brown and Williamson: copy and concept testing (1978-79)
3. Colonial Penn: all aspects of research (1973-80)
4. Pfizer Pharmaceuticals: image studies, new product selection models, etc. (1975-1990)
5. R.J. Reynolds Tobacco: new product development system (1979-80)

**E. Illustrative Intra-Company Marketing Strategy (and Marketing Research) Workshops:**

1. American Medical International (1978)
2. Amoco Fabrics Co. (1984; 1988)
3. ARA (1983)
4. Asociacion Mexicana de Ejecutivos en Planeacion (1979)
5. Atlantic Richfield Company (1971)
6. AT&T (1972-78)
7. BBD&O (1974-83)
8. Bell Atlantic (1983)
9. Bell Canada (1980)
10. Black and Decker (1981)
11. Bristol Myers Squibb (1998)
12. The Bunge Group (1982)
13. Campbell Soup (1972)
14. Career Futures, Inc. (1975)
15. Certain-Teed Corporation (1983)
16. The Clorox Company (1975)
17. Colonial Penn Group (1975-80)
18. Computer Science Corporation (1975)
19. Contel (1989)
20. Di Giorgio Corp (1980-1981)
21. Edward D. Jones & Co. (1983)
22. E.F. Hutton (1979-)
23. Ethicon, Inc. (1979)
24. The Executive Forum (1979)
25. General Foods (1970)
26. Gray Advertising, Inc. (1977)
27. IBM - Applied Business Systems (1988)
28. International Harvester (1974-75)
29. Intermountain Health Care, Inc. (1978)
30. Los Angeles Times (1993)
31. Machinist Publishing Co., Ltd., Japan (1977)
32. Miles Laboratories Ltd., Canada (1973)

33. MRCA (1978)
34. New York Telephone Company (1976)
35. Pfizer Pharmaceutical, Inc. (1975-87)
36. Phillips Petroleum Company (1992-1993)
37. The Pillsbury Company (1976)
38. Rhodia, Brazil (1979)
39. Schlachman Research, U.K. (1975)
40. SEI Corporation (1990-)
41. SmithKline & French (1970)
42. Spectra-Physics (1983)
43. Standard & Poors (1998)
44. Syntex Laboratories, Inc. (1976)
45. 3M's Marketing Council (1986)
46. Tektronix, Inc. (1978)
47. Unilever, U.K. (1975)
48. Union Mutual (1981)
49. Wyeth International Ltd. (1980)
50. Xerox (1981)

#### G. Selected International Consulting

1. Li & Fung, Hong Kong: Business Strategy (1998 - )
2. Wickes, plc., UK: Marketing and business consulting (1988-96)
3. Hakuhodo, Japan: Design of a 21<sup>st</sup> Century Advertising Agency (1993-97)
4. McKinsey, Milan: New Developments in Marketing Strategy, Research, and Modeling (1988)
5. Sunstar, Japan: Marketing and Business Strategy (1985)
6. Bunge Group, Brazil: Marketing planning (1982-6)
7. Meridian Group U.K.: Marketing and Business Strategy (1985-6)
8. P.E. Consulting Group, South Africa: Strategic planning & Marketing Consulting and Conducting Executive Seminars (1982)
9. Bell Canada, Canada: Market Segmentation Study (1979-81)
10. Cooperative de Seguros de Vida, Puerto Rico: Design of a marketing planning system (1980)
11. Discount Bank, Israel: Marketing planning (1980)
12. Bank Leumi Ltd., Israel: Marketing planning (1978)
13. Fuji electric, Japan: Design of a management planning process (1977)
14. Koor Industries, Israel: Designing and organizing the marketing function for the corporation's 34 companies (1968-69)

#### H. Consulting to Government Agencies

1. U.S. AIR FORCE: Evaluation of the Air Force resource allocation procedure (1980-81)
2. CANADIAN GOVERNMENT: Industry, Trade & Commerce Design and execution of a study for evaluation of the U.S. market potential for selected Canadian medical diagnostic and therapeutic products (1980-81)
3. U.S. PATENT AND TRADEMARK OFFICE: Designing a strategic planning system (1981)
4. NASA: Evaluation of NASA's IAC's 1976 advertising campaign and recommendations for its future advertising and marketing strategy (1977)
5. ISRAEL DEFENSE MINISTRY: Analyze and evaluate the marketing system of the Administered Areas (Arab territory prior to the 6-Day War). The findings and recommendations of this study were submitted in classified report to the Israeli Defense Ministry (1968-69)

#### I. Consulting to Research Organizations

1. Institute of Business and Economic Research, University of California, Berkeley. Consultant on the Coping Behavior (an empirical study of the consumer-technology interface) project, sponsored by the National R&D Assessment Program, NSF. (1976-81)
2. Pennsylvania Science and Engineering Foundation, Temple University/Applied Communication Research, Inc. Research consultant for design, analysis, and evaluation of an NSF (Office of Science

- Information Services) sponsored project concerning the design and evaluation of experiments for the marketing of scientific and technical information services. (1974-77)
3. EDUCOM: Inter-university Communications Council, Inc. Participant in an interdisciplinary seminar to identify and measure special interest audiences for public television. (1974)
  4. The John and Mary R. Markle Foundation.
  5. Participated in a workshop for design of "Quality Ratings of TV Programs." (1979)
  6. Participated in the design of a study on special interest audiences. (1975)
  7. Marketing Science Institute Consultant from February, 1967 to December, 1968. Conduct and plan research projects primarily in the areas of industrial buying behavior, advertising, and international marketing.
  8. Marketing Science Institute U.S. Department of Agriculture Study Group on Marketing Performance Principle investigator, March to December, 1968. Developed a model for the evaluation of the performance of the U.S. marketing system.
  9. Management Science Center University of Pennsylvania Senior staff member September, 1967 to July, 1968.
  10. Engaged in the development of a marketing model for Anheuser-Busch.

## UNIVERSITY ACTIVITIES

### University of Pennsylvania, The Wharton School

#### A. Program Development

1. The Master-in-e-Business. Initiator and Chair of the Committee to design the new degree program (1999)
2. The Advanced Management Program (AMP) Design Team (1998).
3. Wharton's Information Management Initiatives (1998- ). Founder and co-chair of its faculty council.
4. The Revised MBA Curriculum (1990-1991). Chaired the committee that developed the new curriculum.
5. The SEI Center for Advanced Studies in Management, founding Director. Develop and direct all Center activities and chair its faculty council, 1988-.
6. The Joseph H. Lauder Institute of Management and International Studies, founding Director and chairman of its faculty council. Designed and directed all the Institute's programs, including the establishment of the Institute MBA/MA program which admitted its first class of 50 students in May, 1984, February 1983-July 1988.
7. Wharton International Forum. Initiated and designed the original program and chairman of its faculty council, 1987-1998.
8. Wharton Ph.D. with M.A. in International Studies. Initiated the joint program, 1988.
9. Wharton Center for International Management Studies (renamed in 1988 as the Wurster Center), founding director. Designed and directed all the Center's activities aimed at the stimulation of international research at Wharton and the internationalization of the faculty and programs, 1980-83.
10. The Wharton/SIA (Security Industry Association) Marketing Program. Initiated and designed the program which held sessions on April 1982 and November 1982.
11. The Wharton Recanati Multinational Marketing and Management Program, Co-founder, 1978.
12. The Wharton Executive MBA (WEMBA) program, chaired the committee that developed the program, 1974.
13. Marketing Programs, participated in the redesign of the marketing MBA programs, 1970; Ph.D. 1971; and Undergraduate, 1973 and 1981; including the initiation of The Wharton Dual MBA Major in Marketing/Multinational Enterprise.

## **B. Courses Developed and Taught**

- a. Developed (courses developed by me are indicated by an \*), modified and taught courses and seminars in:
  - Marketing Management (MBA)
  - Consumer Behavior\* (MBA and Ph.D.)
  - Marketing Research (MBA and Evening School)
  - Product Policy\* (MBA)
  - Communication Processes in Marketing\* (MBA)
  - Planning Marketing Strategy Projects (MBA)
  - Advertising Management (MBA)
  - International Marketing\* (MBA)
  - Research Seminar (MBA and Undergraduate)
  - Health Care Marketing\* (MBA)
  - Marketing Strategy (WEMBA\*, MBA)
  - Industrial Marketing\* (MBA)
  - Promotion Policy (MBA)
  - Integrating Marketing and Operations\* (MBA) [developed jointly with P. Kleindorfer]
  - Marketing Methods and Applications for Business Consulting\* (MBA) [developed jointly with P. Green]
  - Channel Management (MBA)
  - Multinational Management
- b. Course head: MBA advanced study project (1967-68, 1974-79), Marketing Management for non-majors (1967-68, 1970-71), the MBA Core Marketing Management Course (1970-71, 1971-72), Marketing Strategy Seminar (1974-75)
- c. Guest lecturer in various departments of the Wharton School including the Multinational Enterprise Unit, the Leonard Davis Institute of Health Economics, the Management Department, Management of the Arts Program, Decision Science, Public Policy and Management.

## **C. Committee Responsibility:**

1. Marketing Department Committees:
  - Recruiting/Personnel Committee, 1971 to present. Chairman Recruiting Committee, 1978-79; 1981-83; 1987-88.
  - Curriculum Committee, Member of Committee and Chairman of a number of its subcommittees 1967-78, and 1996-98. Chairman of the committee 1970-71, 1973-75, 1976-78, and 1980.
  - Ph.D. Program Coordinator, 1972-75. Doctoral Committee, 1988-1989.
  - External Boards/Affairs Committee, 1987/88; Chair 1988-89.
  - Member and Chairman of various departmental Committees, including all the department's advisory committees since 1971, Marketing Fund Committee since 1983, and its Long Range Planning Committee, 1970/71.
  - Senior Faculty Recruiting, Chairman 1995-97.
2. Wharton School Committees:
  - Member of the Dean's Advisory Council (since its inception in 1983)
  - Member of the Strategic Planning Steering Committee, 1999-
  - Member of the Committee to prepare the strategy for "Management, Leadership, and Organizational Priority" area of the University's Agenda for Excellence, 1998
  - Chairman of the Graduate Curriculum Committee focusing on a critical examination of the MBA program and its appropriateness for preparing the leaders of the 21<sup>st</sup> century enterprises. The Committee developed the new MBA curriculum which was tested in 1991/92 and 1992/93 and which was fully implemented starting in 1993/94.

- Initiated and organized the Management Education Council – the vehicle for corporate support and funding of the new MBA curriculum, 1992-
- The Wharton International Committee: Chairman, 1978-81, 82/83, 1995-97. [The 1995-97 committee developed the Wharton globalization strategy.] Member: 1967/8, 1983-87, 1989-1991.
- Member of Board of Directors of the following Wharton Centers:
  - The SEI Center for Advanced Studies in Management, 1988-
  - Risk and Decision Process Center, 1984-
  - The Lauder Institute (Founder) 1983-
  - The Manufacturing and Logistics Forum, 1992-
  - The Wharton/PIMS Research Center (Co Founder), 1985-8
  - U.S. Japan Management Studies Center, 1989-92
  - Wharton Emerging Economics Program, 1992-95
  - The Wharton Center of International Management Studies (Founder), 1981-83
- Member of the Advisory Committee on Faculty Personnel, 1976-78; 1984-85; 1987-89; 1994-95.
- Dean's Planning Task Force (1986).
- Member of the School's Executive Education Policy Committee, 1987/88-88/9.
- Member or chairman of a number of Chair Search Committees, including seven chairs in Marketing (1985, 1987, 1988-90, 1992, and 1997), Entrepreneurship (1984-85, 1997-8), International Management (1984-85), Operations Management (1986), the chair and director of the US-Japan Center (1988-91), the chair in Managerial Economics (1989), the chair in Information Technology (1996-97), and the chair in Electronic Commerce (1999).
- Member of the (ad hoc) Committee to Review Various Units and Departments:
  - The Real Estate Center, 1988
  - Social Systems Science, 1985-87
  - U.S. Japan Center, 1985-86
  - Multinational Enterprise Unit, 1977-78
- Member of the School's Faculty Personnel Committees of:
  - The Health Care Systems Unit, 1974/75.
  - The Multinational Enterprise Unit, 1978/79.
- Member of the Committee on Academic Freedom, 1977/78.
- Chairman of the Advisory Committee for the Wharton Executive MBA Program, 1974/75.
- Chairman of the Wharton School Doctoral Admissions Committee, 1974/75.
- Graduate Academic Standards Committee, 1969/70 – 1971/72. Chairman of its subcommittee for the evaluation and redesign of the school's grading system.
- A number of Ad Hoc Committees and task forces for the:
  - development of a core Ph.D. Behavioral Science Course, 1972/73,
  - redesign of the International Business program, 1971,
  - review of the Economic Offerings for Business and Applied Economic doctoral students, 1970/71,
  - development of a Continuing Education Program in Health Care Administration, November 1971-October 1973.
- Evening School Committee, 1972/73.
- Behavioral Lab Planning and Implementation Committee, 1989/90.
- Senior Faculty Committee to Review the Global Presence strategy (Summer 1997).



#### **D. Doctoral Dissertations Supervised**

Bent Stidsen (1972); Yehoshua Buch (1972); Kathy Villani (1973); Rene Y. Darmon (1973); Arun K. Maheshwari (1973); Chris Hetzel (1973) winner of the AMA Doctoral Dissertation Competition; Arun K. Jain Honorable mention at the AMA Doctoral Dissertation Competition; Joel Huber (1974); Irwin D. Reid (1975); Chris Buss (1979) winner of the AMA Doctoral Dissertation Competition; Robert J. Thomas (1980) Winner of the Academy of Marketing Doctoral Dissertation Competition; Cynthia Fraser (1980); Joel Steckel (1981) Honorable Mention AMA Doctoral Dissertation Competition; John Deighton (1983); Rajeev Kohli (1984); Oliver Heil (1988); Kamel Jedidi (1988); Bari Harlam (1989); Kris Helsen (1990); Nino Buran (1991); Hoon Young Lee (1992); Rajeev K. Tyagi (1994); Amy Kallianpar (1998).

#### **E. Addresses to Alumni Club and Other Groups Regarding The Joseph H. Lauder Institute**

Addresses to alumni clubs and other groups on the changing needs for management education and the University's response to The Joseph H. Lauder Institute.

##### **1. Alumni Clubs addressed include:**

- Dallas (December 1984)
- Cleveland (April 1986)
- Hong Kong (July 1985)
- London (May 1984)
- Long Island (January 1984, March 1986)
- Milan (October 1987)
- Philadelphia (January 1984, January 1986)
- Paris (December 1983)
- San Francisco (November 1983)
- Taipei (July 1985)
- Tokyo (June 1985)
- Toronto (August 1987)

##### **2. University Groups:**

- Board of Directors of the Association of Alumnae, March 1984
- The Vice Provost Advisory Board, February 1984
- Wharton Board of Overseers, January 1984, 1997
- Trustees (October 1983, January 1984)

##### **3. Other Groups (partial list):**

- University of Pennsylvania Trustee Committee on Academic Policy (January, 1988).
- 40<sup>th</sup> National Conference of the Council on International Education Exchange, San Francisco (November, 1987)
- Title VI Center Lauder conference on International Studies and Foreign Language for Management. Philadelphia (May 1986)
- University of Pennsylvania Alumni (Alumni day, Philadelphia, May 1985)
- Delaware Valley Faculty Exchange Program on International Business and Language Studies (December 1984)
- AIESEC-Northeast regional conference (October 1984)
- Deans of 50 schools in an AACSB seminar on Internationalizing the Business Curriculum (March 1984)

##### **4. Presentations to alumni groups and others regarding the Management 2000 project, the SEI Center for Advanced Studies in Management, and the revised MBA curriculum:**

- Wharton-Recanati Program, 1993
- International Forum, 1993
- Erasmus University – Faculty and Administration, 1993
- Marketing Advisory Board Meeting, 1993
- Board of Directors of the Wharton Alumni Association, September 1988; May

- The Wharton Board of Overseers, April 1988
- Wharton Advanced Management Program Participants, 1990, 91
- The Wharton Graduate Advisory Board 1990
- Wharton's European Advisory Board 1991
- Alumni attending the May 1991 Alumni Reunions
- The SEI Center Board of Directors 1990-91
- The Joseph H. Lauder Institute Board of Governors 1991
- College of Business Administration, University of Texas at Austin C Advisory Board and Faculty, February 1992
- INSEAD Faculty and Administration, February 1992
- Security Industry Institute, 40<sup>th</sup> Anniversary Program, Wharton, March 1992

#### **5. Presentations regarding Wharton's Globalization Strategy**

- Dean's Advisory Board, February 1997
- Wharton Board of Overseers, March 1997
- Wharton Graduate Executive Board, March 1997
- Wharton Executive Education Advisory Board, May 1997
- European Advisory Board 1997

#### **6. Presentations regarding Wharton's Information Management Initiatives (IMI)**

- Dean's Faculty Lunch, April 1998
- Various Wharton Departments, 1998-1999

#### **University of Pennsylvania – University Committees:**

- Faculty Senate Committee on Administration, 1995-98.
- Chair, Subcommittee of the Faculty Senate Committee on Faculty Teaching Evaluations, 1997-98.
- Chairman of Special Presidential Committee on Borderless Education, 1997-98.
- Provost's Task Force on the University of the Global Information Age, 1996-97.
- Faculty Editorial Board, University of Pennsylvania Press, 1996-97.
- Member of the Provost's Committee on Information Science and Technology, 1996-97.
- Member of the Provost's Committee on Distance Learning, 1996-97.
- Chairman of a new university committee focusing on innovative revenue generation, 1992/93 and 1993/94. Members include the President, Provost, Chairman of the Board of Trustees, 3 deans, 3 trustees, and 3 faculty members.
- Member of the Provost International Council, 1990-2  
Chairman of a Subcommittee for the Evaluation of the University Office of International Programs, 1990-91 and of a Subcommittee to Evaluate the University's Off-Campus Programs, 1991-92.
- Member of the Provost Task Force on International Programs (1992/93; 1993/94).
- Member of the Commission for the 250<sup>th</sup> Anniversary Celebration of University of Pennsylvania (1987-90)
- Advisory Board of the PBS series on The Global Economy, 1990
- University of Pennsylvania correspondent for PBS program on Geo-economy, moderated by Ted Koppel, May 1990
- Chairman of the Faculty Council of the Joseph H. Lauder Institute, 1983-1988.
- Member of the Board of Directors of the Joseph H. Lauder Institute, 1983 to present.
- Member of the Advisory Board of the office of International Programs, 1980 to present.
- Chairman, the Wharton Dean Search Committee, (selected Russ Palmer) 1982/83.
- The Senate Committee on the Economic Status of the Faculty, 1978/79 (member); 1979/80 (chairman).
- Member of the FAS – Wharton Committee, 1975-77.
- Member of the University's Committee on Research, 1977/78. Chairman of its subcommittee for evaluation of the University's Policy and Conduct of Research Programs.

- Member of the subcommittee of the University's Academic Planning Committee for the Measurement of Academic Performance, 1972/73.

#### **The Interdisciplinary Center (IDC), Herzliya, Israel**

- Co-founder (1994)
- Chairman of its International Advisory Board, 1994 –
- Chairman of the Faculty Appointment and Academic Council 1998-99
- Delivered the first Graduation Address, October, 1998
- Delivered the first Zoltan Wind lecture, 1996
- Delivered the first graduation address of the Wharton Marketing Communication Program, March 1999
- Regular lectures in various courses, faculty seminars, and public addresses since 1995
- Initiator and program chair of the President's Forum

#### **Other Universities**

##### **1. Courses Taught**

- Erasmus University (The Netherlands) – A variety of courses on marketing strategy and marketing science (1993).
- University of Tokyo (Japan) – marketing science (1992).
- University of New South Wales (Australia) – Doctoral Seminar in Marketing (1977).
- University of California at Berkeley – Product Policy, Doctoral Seminar (1975).
- University of Tel Aviv (Israel) – Consumer Behavior, Marketing Seminar (1968).

##### **2. Faculty Review**

- Occasional evaluator of faculty publications for: Columbia University, Harvard University, Massachusetts Institute of Technology, New York University, Pennsylvania State University, Stanford University, Tel Aviv University, University of California at Los Angeles and at Berkeley, University of Chicago, University of Georgia, University of Illinois, University of Pittsburgh, University of Rochester, University of Southern California, University of Texas, Yale, and others.

##### **3. Other Activities**

- Rice University – member of the external review committee, 1996
- University of Santa Clara – member of a Site Review Team for the evaluation of the school's marketing department, 1981
- University of Tel Aviv – Initiator and organizer of the school's faculty colloquium, working paper series, planned and organized a number of the school's executive development programs and various other activities, 1968/69
- The Technion, Israel Institute of Technology – Outside examiner at the Graduate Division of the Technion – The Israel Institute of Technology, Haifa, 1969.

## OTHER PROFESSIONAL ACTIVITIES

### A. Development of Research Programs

1. The SEI Center's research program on Creating a 21<sup>st</sup> Century Enterprise. (1990 - )
2. Established the Value of Marketing program. (1993 - )
3. Initiated with Frank Bass the Empirical Generalizations in Marketing program. (1993 - 95)
4. Co-founded with Greg Farrington the Virtual University Lab program (1995 - 97)
5. Initiated the "Computers and Art" program for the ENIAC at 50 celebration
6. Co-developed with Bob Holland the SEI Center's George Harvey Program on Value Creation Through Diversity (1996 - )
7. Co-founded with Paul Kleindorfer the Information Management Initiatives Research Program (1998 - )

### B. Editorial Activities

1. Initiator and co-editor with Paul Kleindorfer of the *Wharton on Management in the Global Information Age* series. The first volume is on *Digital Marketing* by Wind and Mahajan. Other volumes are in planning. 1998- .
2. Initiator and editor of the Wharton Executive Library (published by Oxford University Press), 1984-1987. The series was aimed at familiarizing top management with recent developments in the various management disciplines. Books published include:
  - Gerard Adams, *The Business Forecasting Revolution, Nation-Industry-Firm*, 1986.
  - Leonard M. Lodish, *The Advertising and Promotion Challenge, Vaguely Right or Precisely Wrong?*, 1986.
  - David Solomons, *Making Accounting Policy: The Quest for Credibility in Financial Reporting*, 1986
  - James C. Emery, *Management Information Systems: The Critical Strategic Resource*, 1987.
3. Initiator and editor of the Scientific Press Computer Based Marketing Series. 1984-90. The series offers short books on specialized marketing topics with accompanying PC software. Books published include:
  - Paul E. Green, *CAPPA Electronic Questionnaire Display and Analysis*, 1986
  - Gary Lilien, *Marketing Mix Analysis with Lotus 1-2-3*, 1987
  - John Hauser, *Applying Marketing Management: Four PC Simulations*, 1987
  - Darral G. Clarke, *Marketing Analysis and Decision Making: Text and Cases with Lotus 1-2-3*, 1987.
  - Gary Lilien, *Marketing Management: Analytical Exercise with Lotus 1-2-3*, 1988.
4. Editor-in-Chief, *The Journal of Marketing* 1978-1981 (Vol. 43-45)
5. Area Editor, *Marketing Science*, 1981-83 (Vol. 1-2)
6. Advisory Editor of the Addison-Wesley Marketing Series, 1974-1981. Books published under my editorship include:
  - G. David Hughes, *Marketing Management*, 1978.
  - James Bettman, *An Information Processing Theory of Consumer Choice*, 1979.
  - Richard N. Cardozo, *Product Policy: Cases & Concepts*, 1979.
  - F.E. Brown, *Marketing Research: A Structure for Decision Making*, 1980.

7. Member of the Editorial Boards of:

- *Journal of Interactive Marketing*, 1998 -
- *Journal of Segmentation in Marketing*, 1997 -
- *Journal of Pricing Management*, 1989 -
- *Journal of High Technology Management and Market Research*, 1988 -
- *Advances in Business Marketing and Purchasing*, 1987 - 1992
- *Journal of Global Marketing*, 1986 -
- *Journal of Product Innovation Management*, 1982 -
- *Journal of Organizational Behavior and Statistics*, 1983 -
- *The Journal of Consumer Research*, 1973 - 1984
- *Annual Review of Marketing*, 1980 - 1982
- *Journal of Marketing*, 1971 - 1978
- *Journal of Marketing Research*, 1978 - 1981
- *Journal of Business Research*, 1974 - 1977
- *Computer Operations*, 1968 - 1970

8. Occasional reviewer for:

- *Journal of Marketing*
- *Management Science*
- *Operations Research*
- *Decision Sciences*
- *IEEE Transactions on Engineering Management*
- *The Wharton Quarterly*
- *The Journal of Economics and Business*
- *Public Opinion Quarterly*
- *Journal of Management Studies*

9. Screening editor, *Journal of Consumer Research*, 1973 - 74.

10. A judge of competitive research papers submitted to the National Conference of The AMA Academic (August) Conference in - Minnesota (1971), Houston (1972), Washington (1973), Portland (1974), Rochester (1975), Memphis (1976), Chicago (1980), Chicago (1984).
11. A judge of Ph.D. dissertations submitted to the AMA Doctoral Dissertation Competition, 1974, 1976, 1977, 1981, 1982, 1983. And the MSI Dissertation, and other award competitions 1984, 1985, 1990 -
12. Reviewer of papers submitted to the Market Measurement and Analysis Conference (now renamed Marketing Science Conference) since 1981.
13. Occasional reviewer of applications for research grants for the Social Science Research Council (London, England) since 1972; and the National Science Foundation, Division of Science Information and Advanced Productivity Research and Technology, since 1977.
14. Reviewer of manuscripts for a number of publishers and universities, including the MacMillan Company, the Center for Research of the College of Business Administration of Pennsylvania State University, the Graduate School of Business, Columbia University, Prentice Hall, Jose Ba and others.